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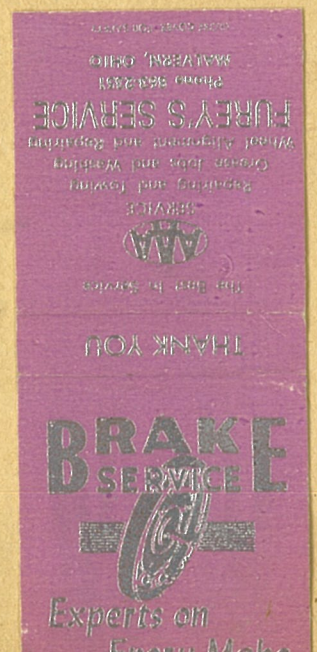

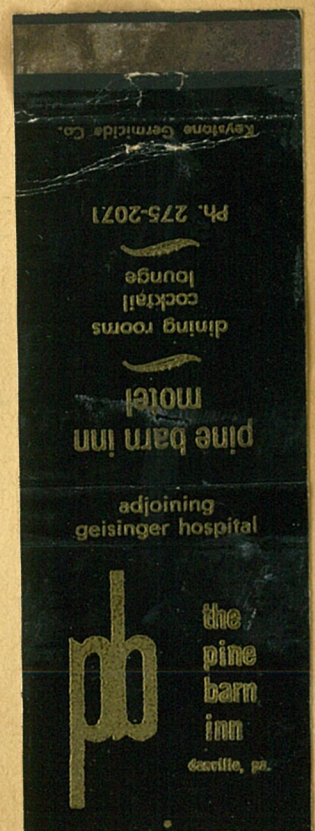

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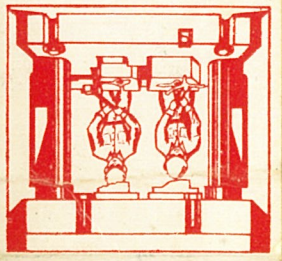

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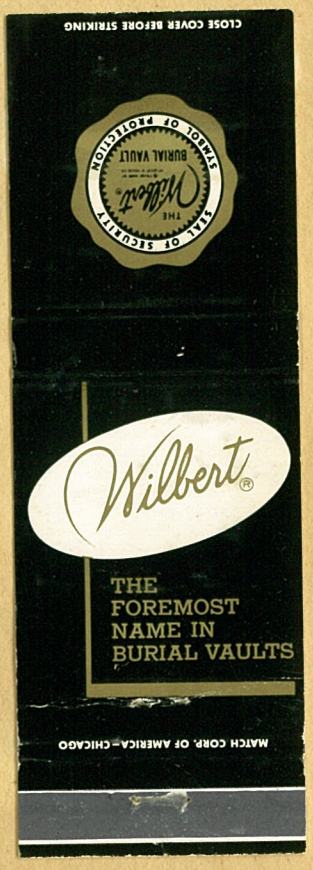

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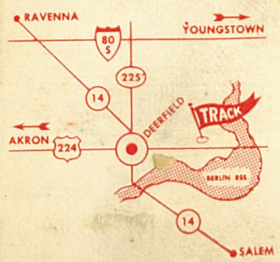

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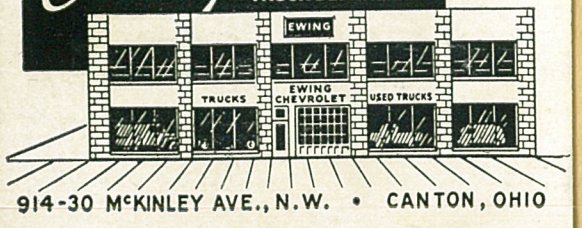

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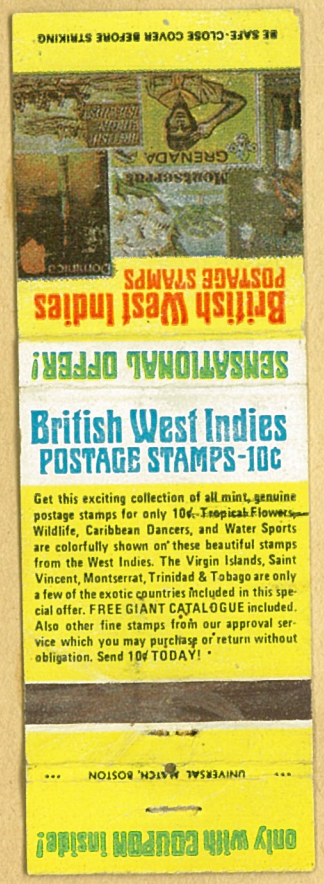
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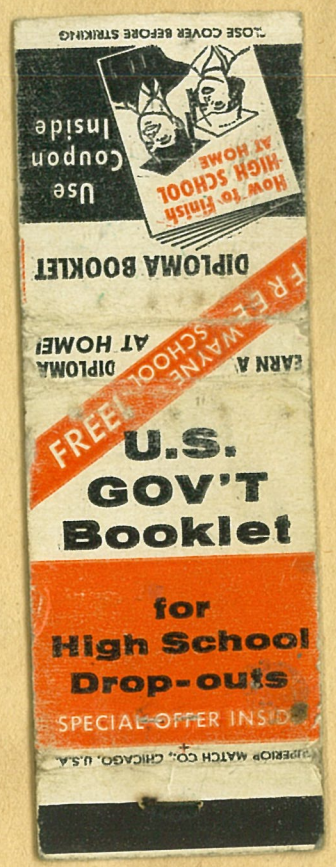
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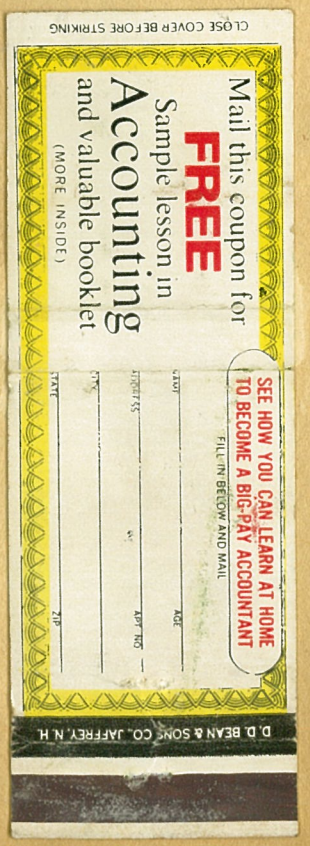
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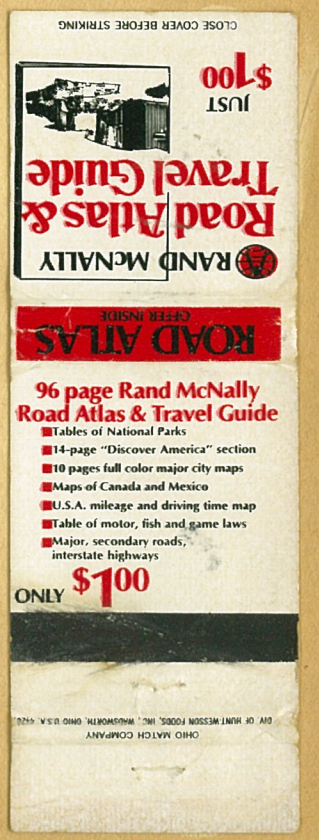
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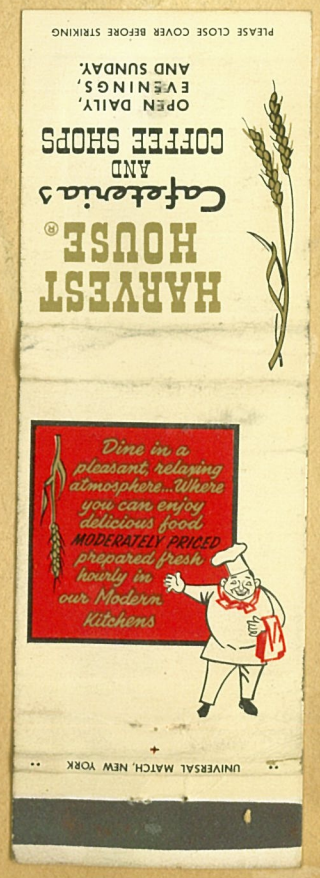
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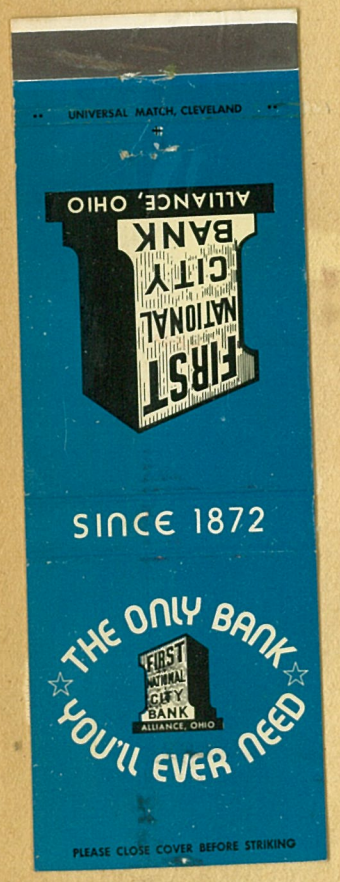
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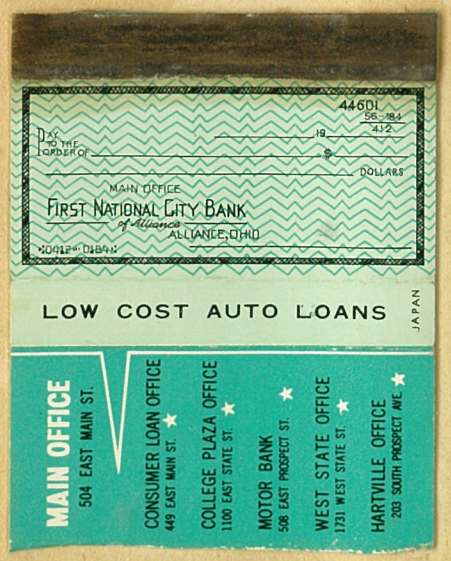
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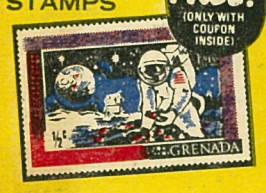

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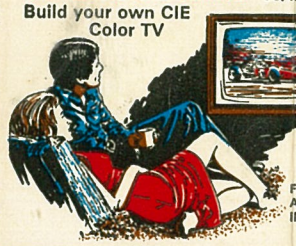

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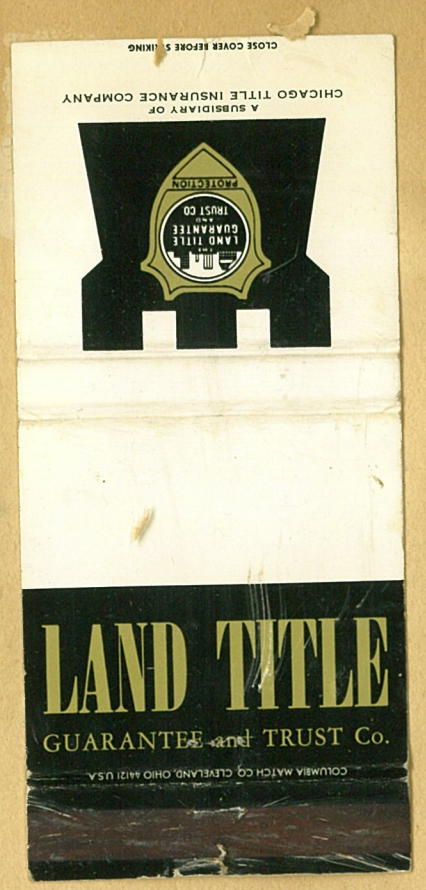
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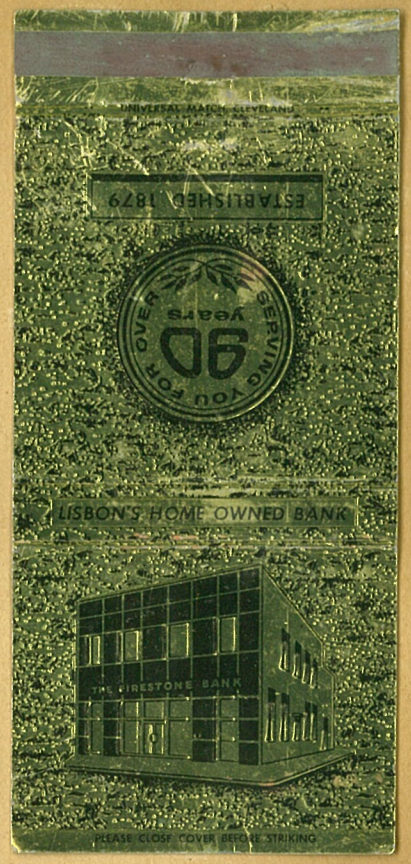
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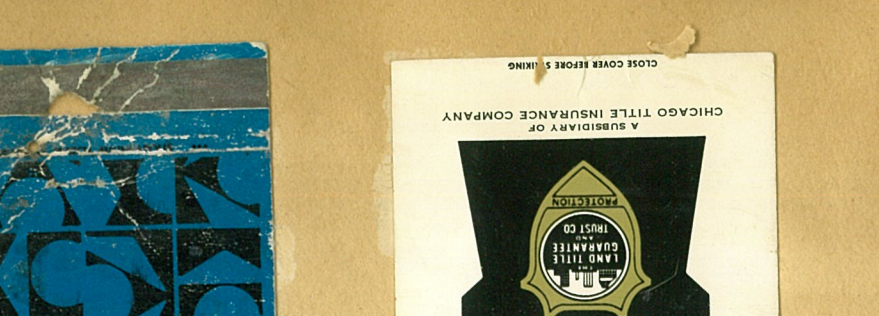
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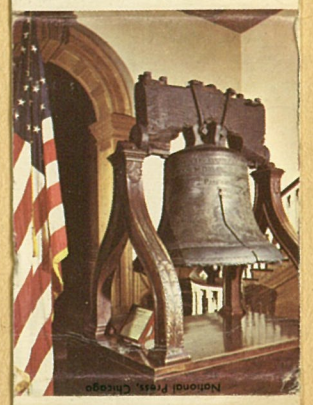

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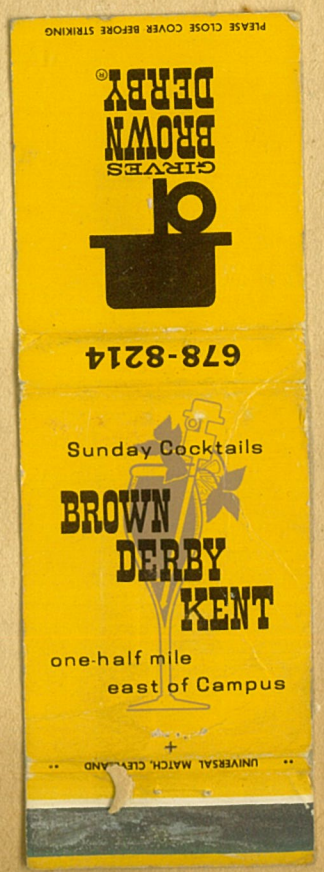

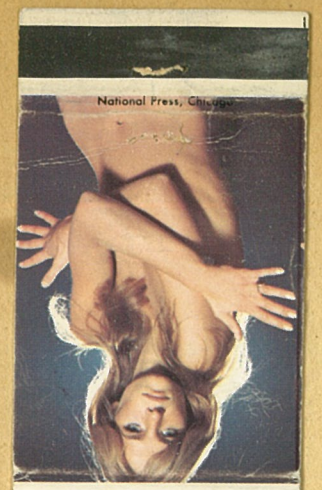

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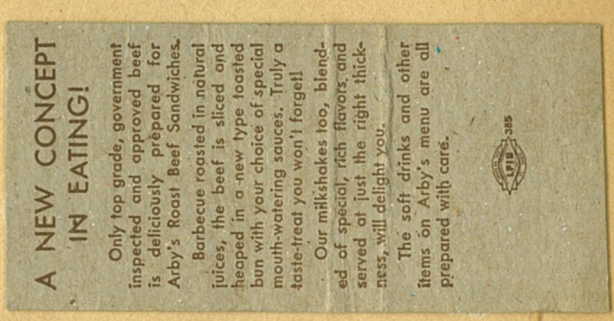

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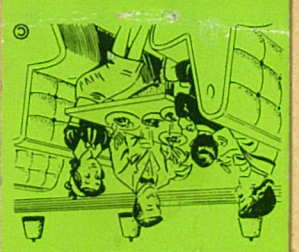

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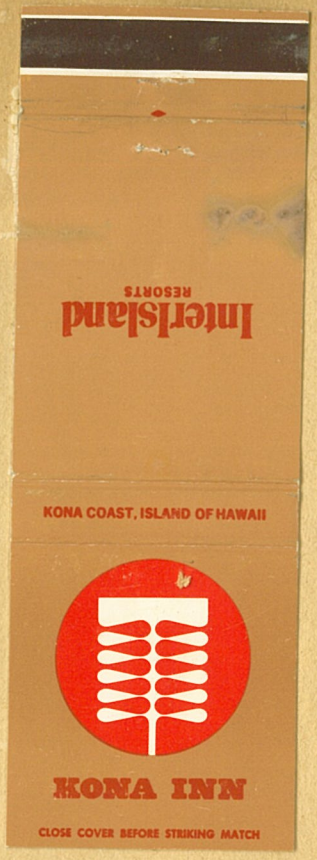

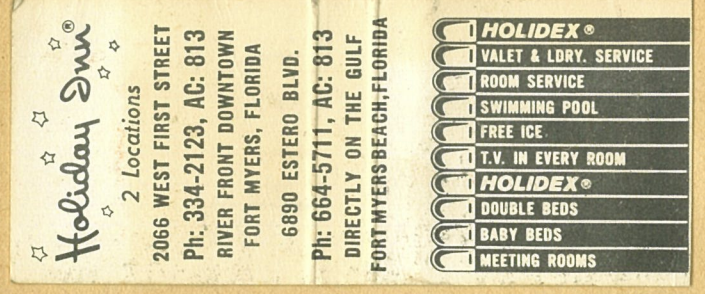

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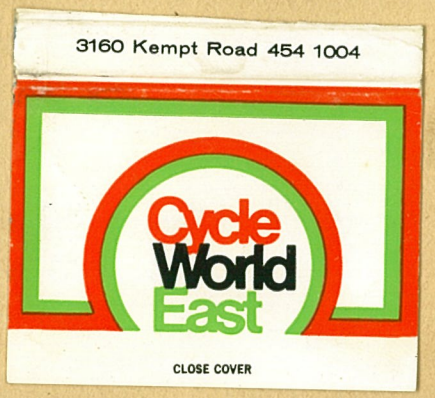

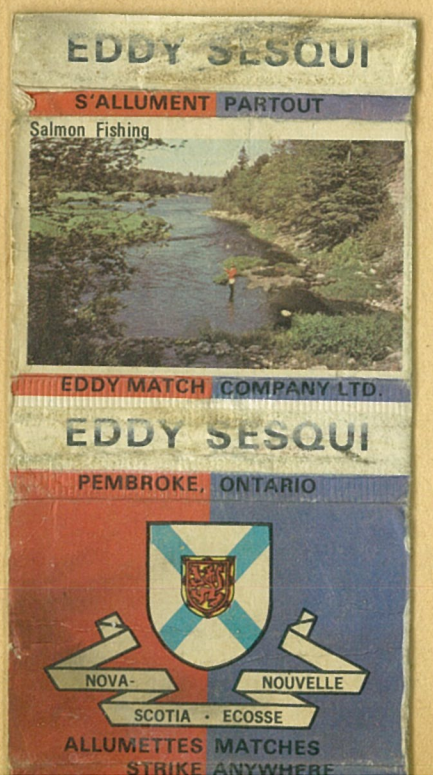

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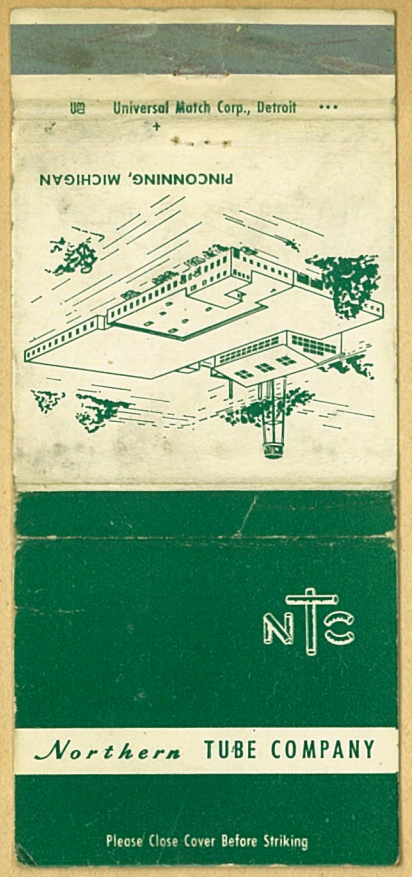
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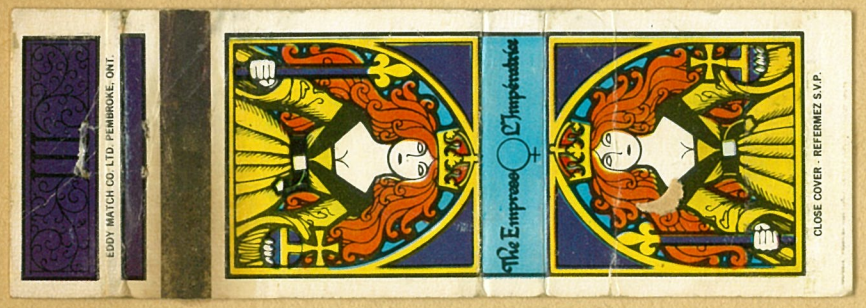
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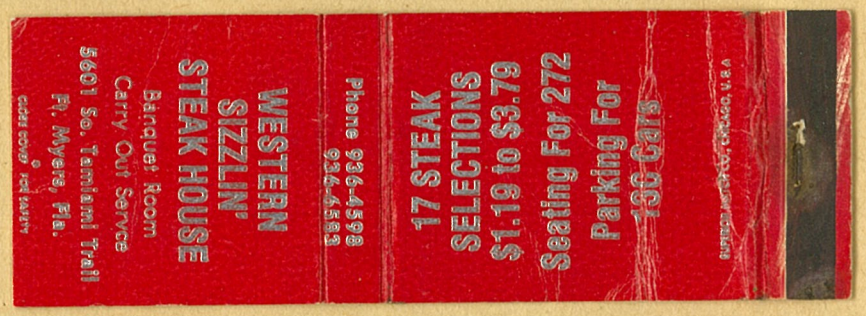
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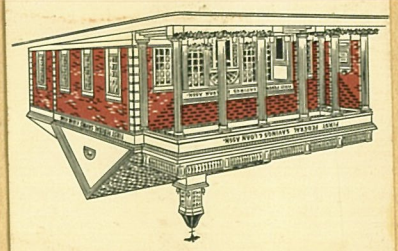

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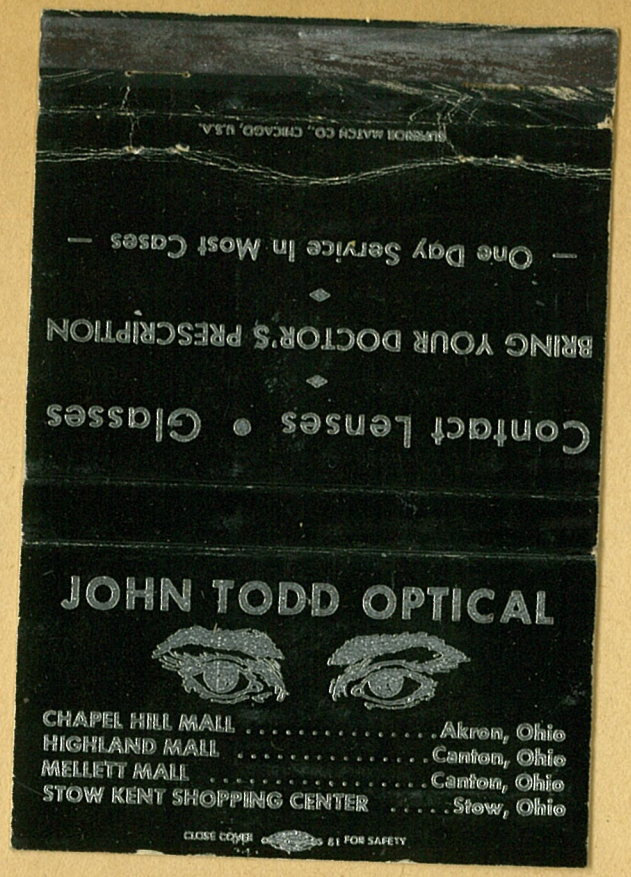
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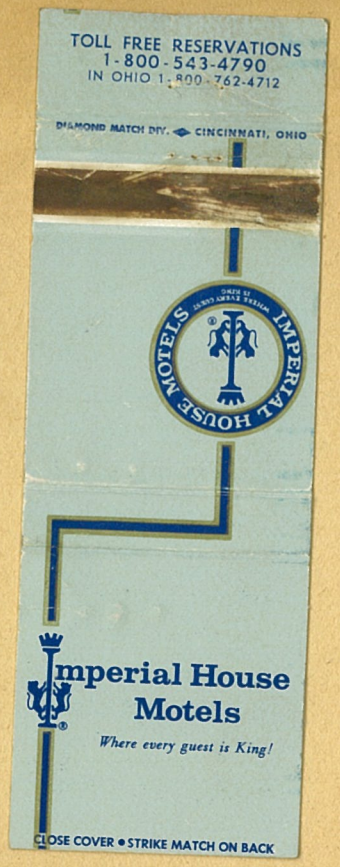
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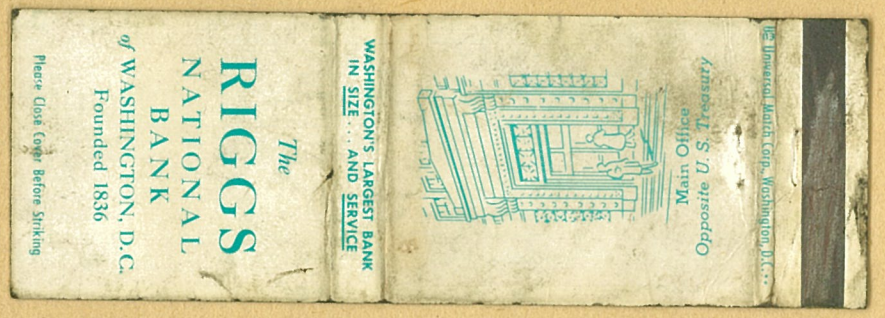
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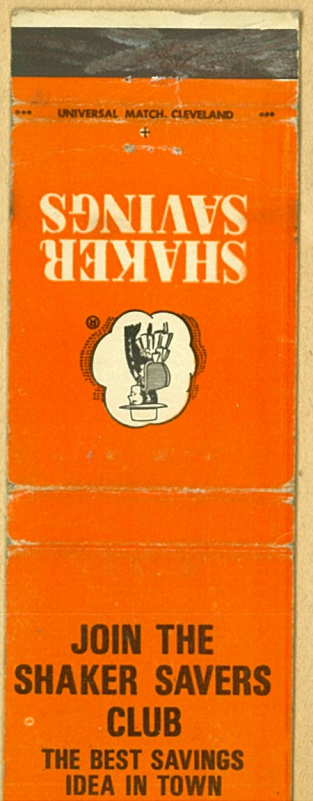
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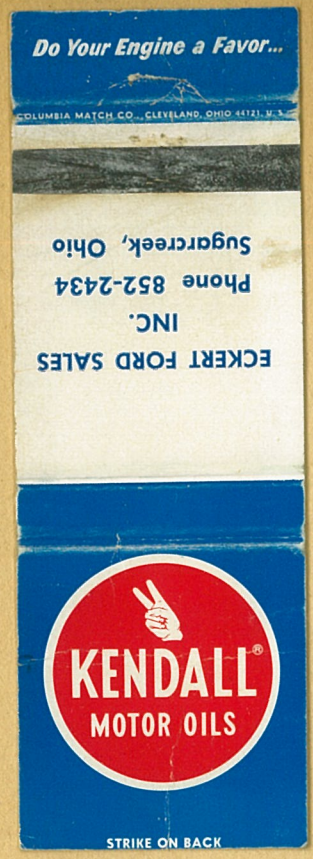
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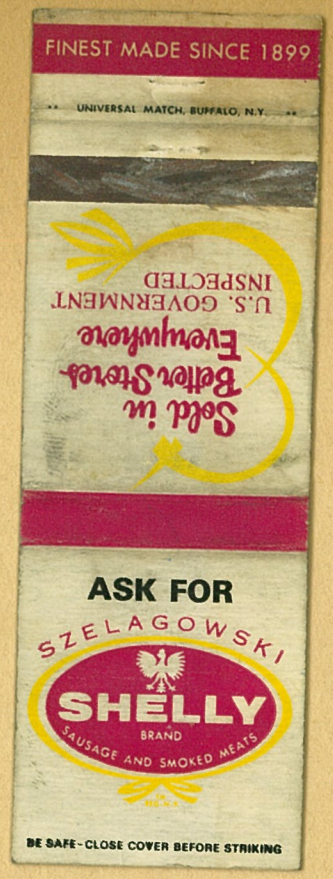
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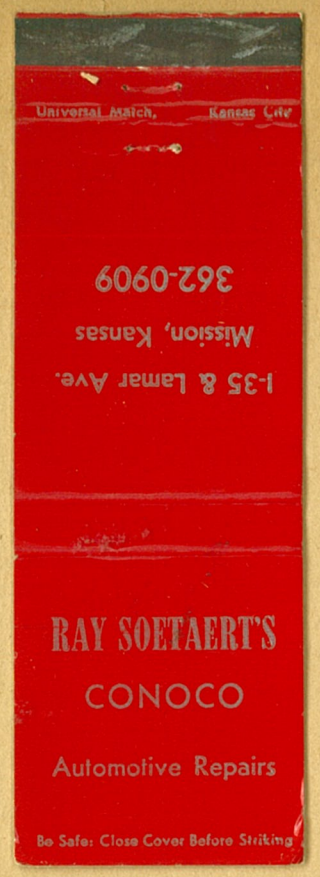
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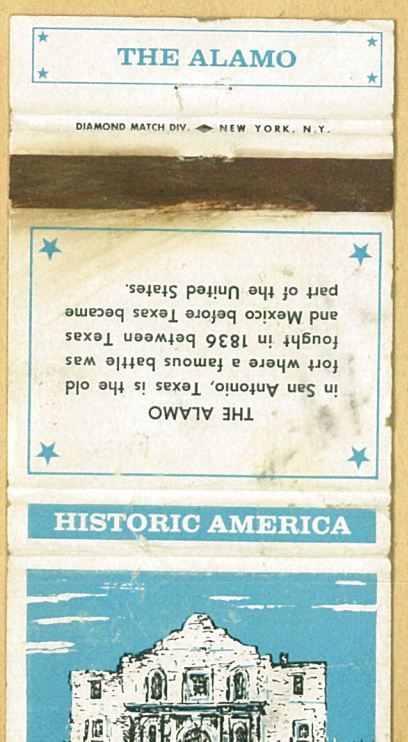
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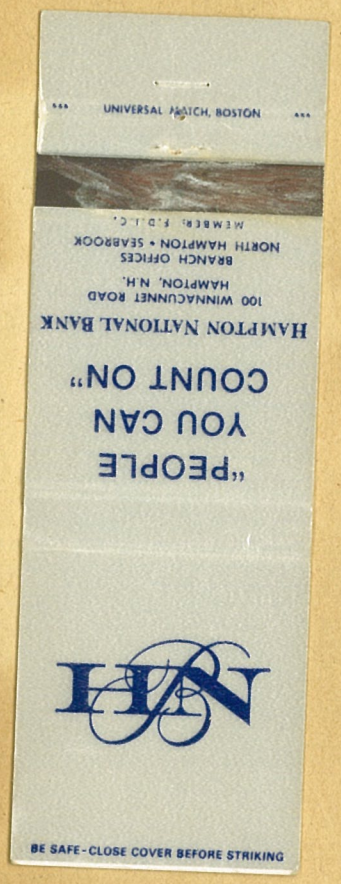
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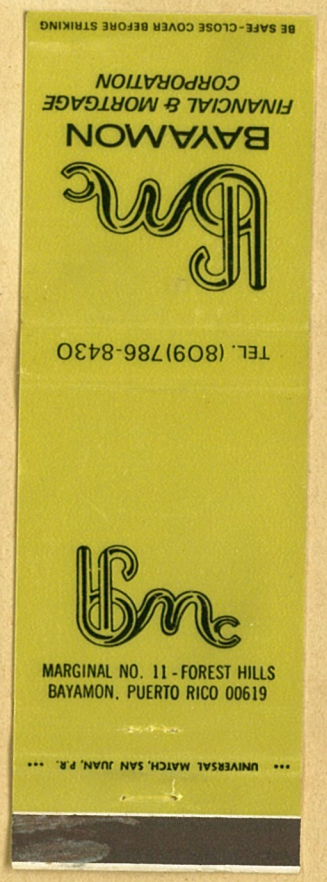
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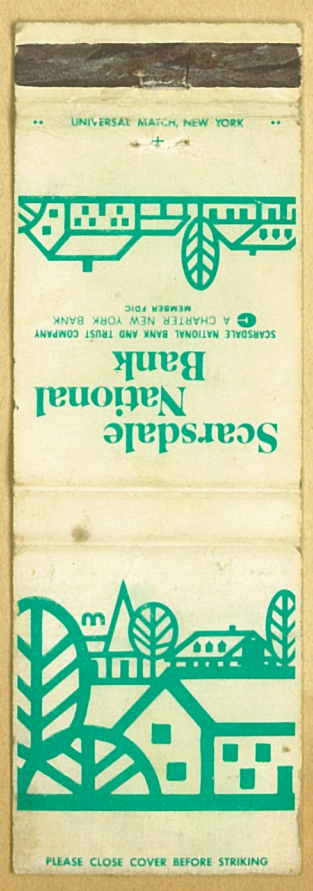
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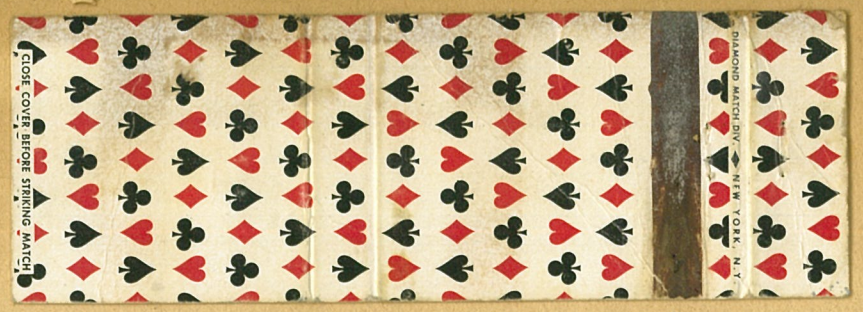
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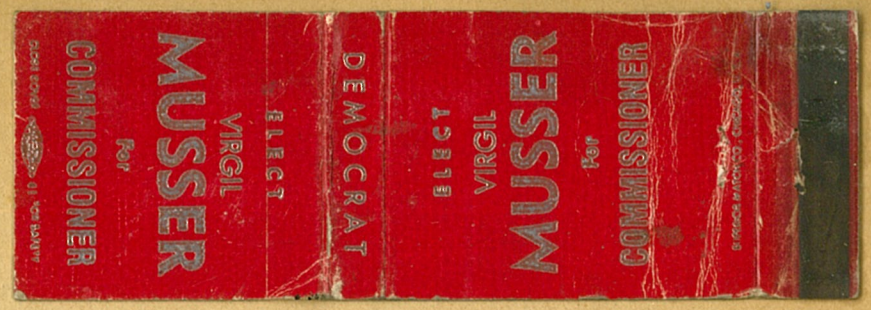
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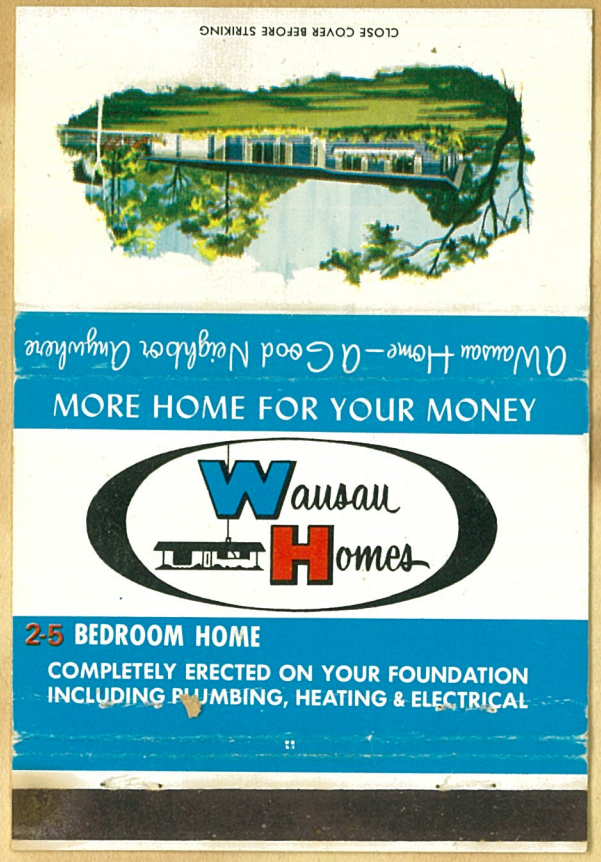
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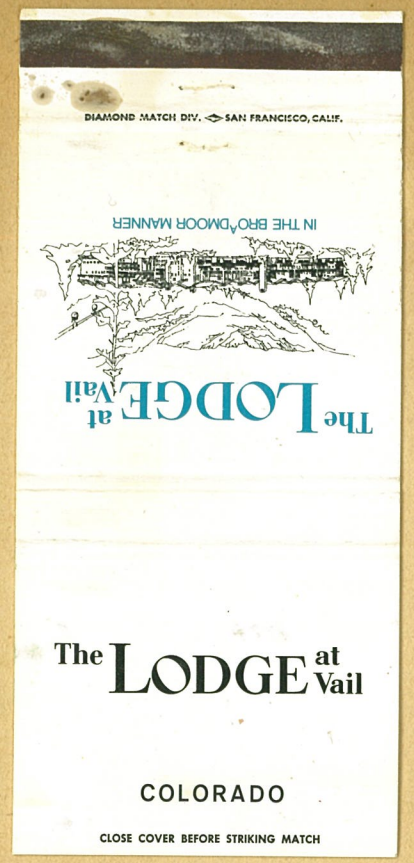
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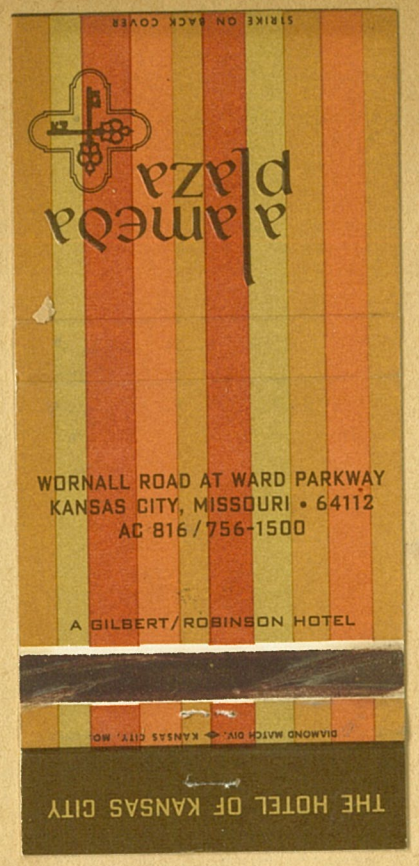
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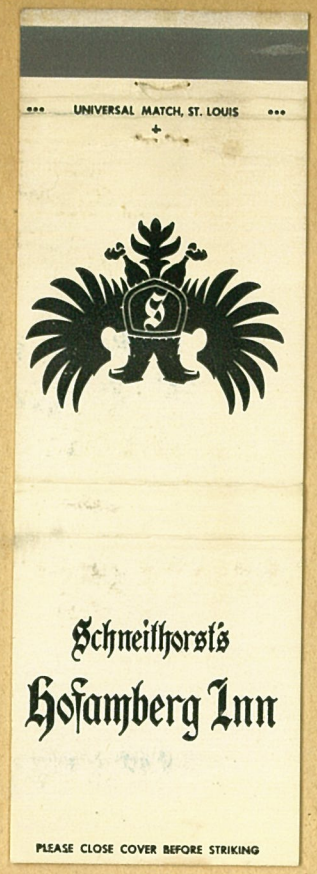
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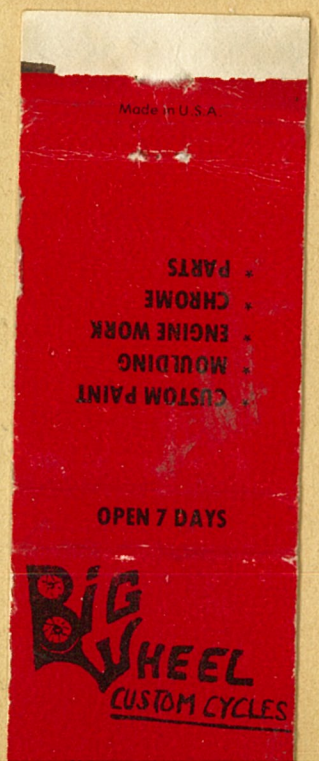
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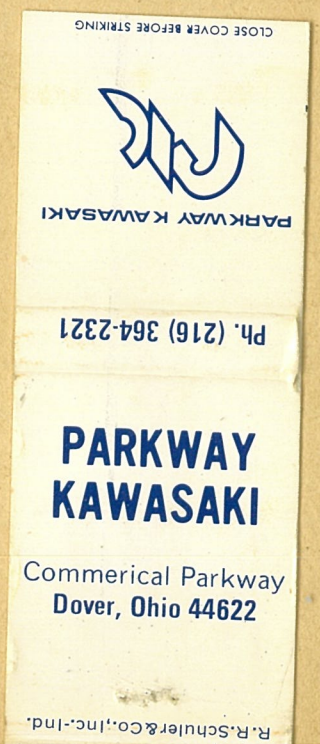
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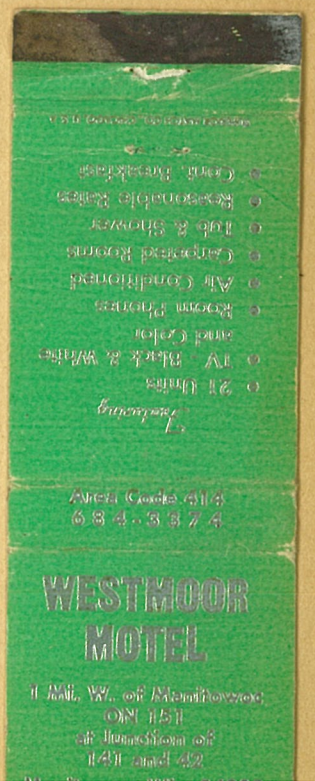
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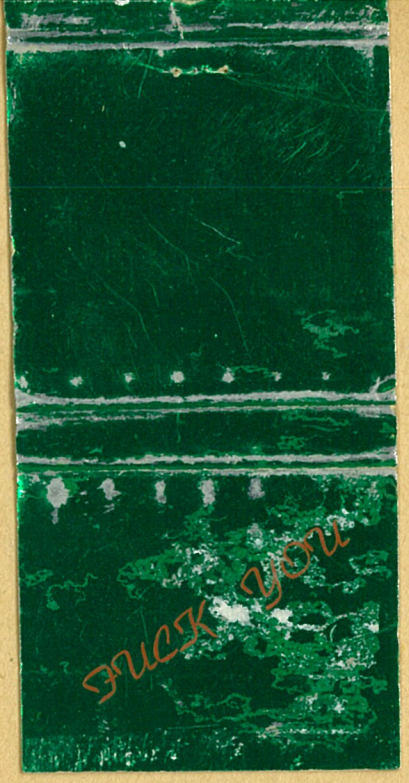
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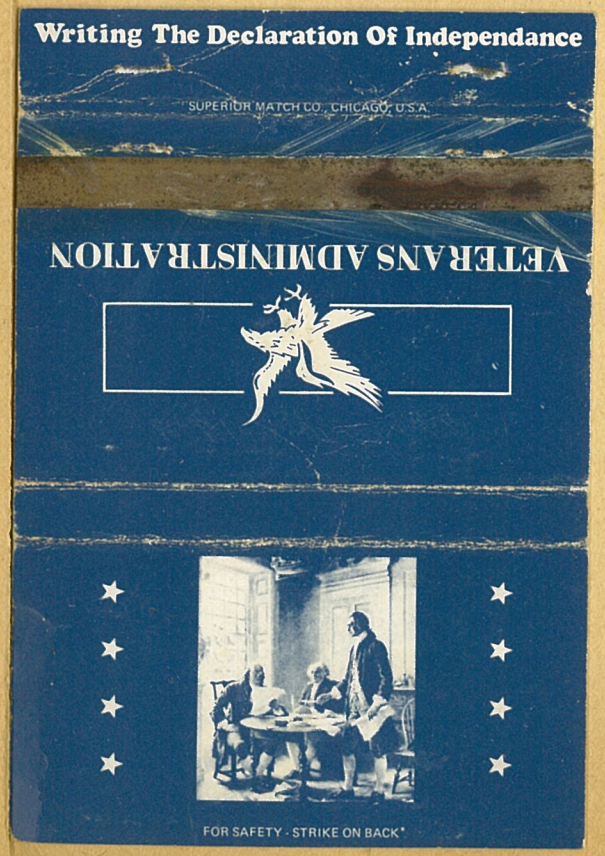
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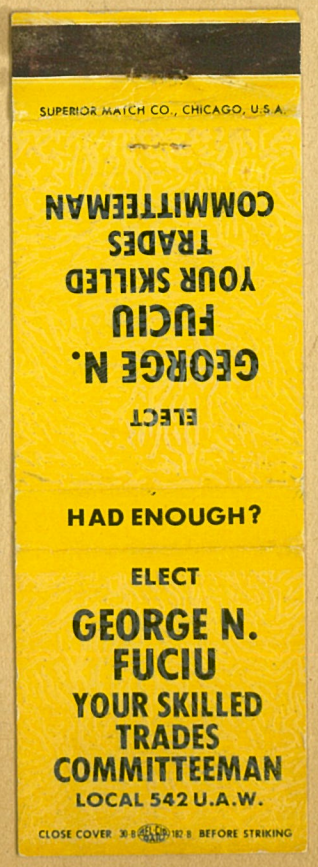
SUPERIOR MATCH CO., CHICAGO, U.S.A.
ELECT
GEORGE N. FUCIU
YOUR SKILLED TRADES COMMITTEEMAN
HAD ENOUGH?
ELECT
GEORGE N. FUCIU
YOUR SKILLED TRADES COMMITTEEMAN
LOCAL 542 U.A.W.
CLOSE COVER BEFORE STRIKING

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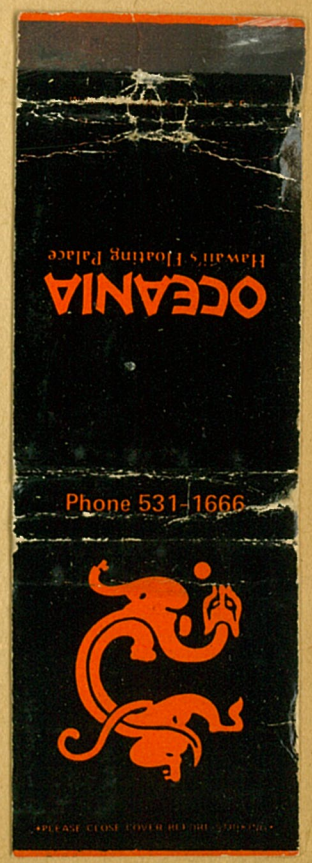
HOME COOKING
HAVE A GOOD DAY
HALF-WAY RESTAURANT
CORNER 534 - 422
SOUTHINGTON, OHIO
Phone 898-3026
OPEN 6:30 A.M. TO 7:00 P.M.
FISH FRY EVERY FRI. TILL 9:00 P.M.
CLOSE COVER •• STRIKE ON BACK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DIV. OF HUNT-WESSON FOODS, INC., WADSWORTH, OHIO 44281, USA

GOOD NEWS DAY

Tues day

CLOSE COVER BEFORE STRIKING

UNIVERSAL MATCH MILWAUKEE

MILWAUKEE

The Oyster Bar

Phone (414) 271-7250

M

SALVE

PLEASE CLOSE COVER BEFORE STRIKING

Season's Greetings

KIDS FREE SEE INSIDE
Tommy Bartlett Show
WISCONSIN DELLS
1:00-4:30 AND 8:30 P.M.
CLOSE COVER BEFORE STRIKING
PHONE 536-6233
WE DELIVER
FOWLER'S DRUG STORE
MERRILL WISCONSIN
2755 S.E. T.V. HWY.
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648-9353
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RESTAURANT AND LOUNGE
CLOSE COVER—STRIKE ON BACK
THANK YOU
BOOT & BRIDLE
SHOE REPAIR & TACK SHOP
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ALLIANCE, OH.
PH. 821-7114
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LOW COST ADVERTISING
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Representing
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WE'RE DOING MORE FOR YOU...
DISCOVER YOUR CREDIT UNION...
CAMPING AND PICNICING IN THE HEART OF HOCKING HILLS
WE WELCOME YOUR PATRONAGE
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WAGON WHEEL GENERAL STORE & CARRY-OUT
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THANK YOU CALL AGAIN
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MADE IN U.S.A.
WE ARE ALWAYS HAPPY to SERVE You
ALLEN'S AMERICAN
Phone 823-0137
PARK AND MAIN
ALLIANCE, OHIO
CLOSE COVER BEFORE STRIKING

Leos are lions
Until they are smitten,
Just flatter those Leos
They'll purr like a kitten.
JULY 22 TO AUGUST 21
CLOSE COVER BEFORE STRIKING

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I-77 & RT. 241
UNIONTOWN, OH
896-3534
Open 7 days a week
WALKER'S
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Restaurants
Breakfast-Luncheons
Dinners
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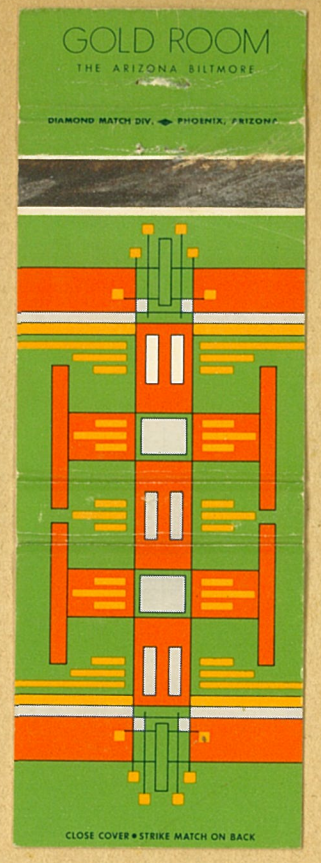
GOLD ROOM
THE ARIZONA BILTMORE
DIAMOND MATCH DIV. PHOENIX, ARIZONA
CLOSE COVER • STRIKE MATCH ON BACK

ASPEN
UNIVERSAL MATCH, DENVER
Holiday Inn®
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Consumers The Friendly National Bank
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Salem, Ohio
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The LTL Dependables!
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The LTL Dependables!
Corporate Offices 2355 Stemmons Frwy.
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(214) 638-2280
UNIVERSAL MATCH, DALLAS

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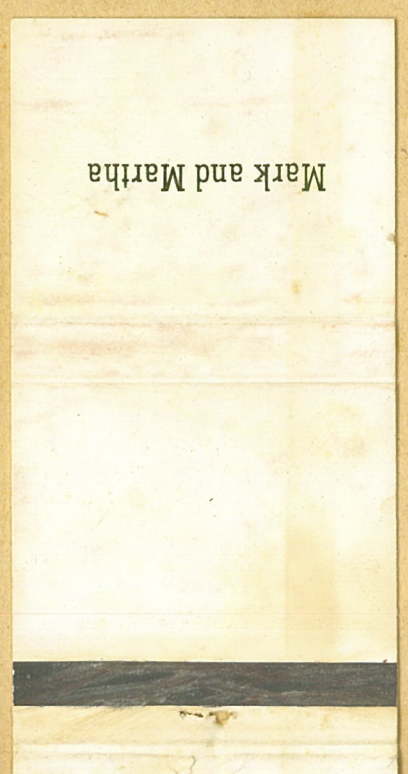
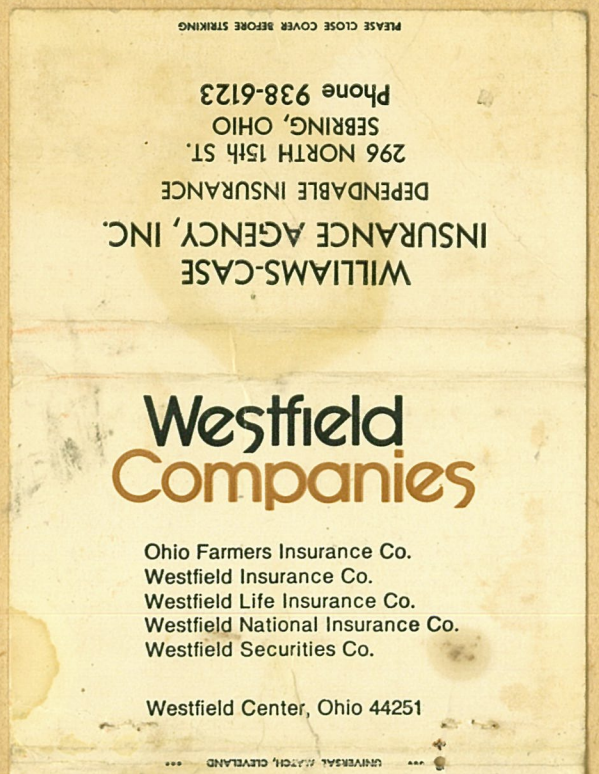
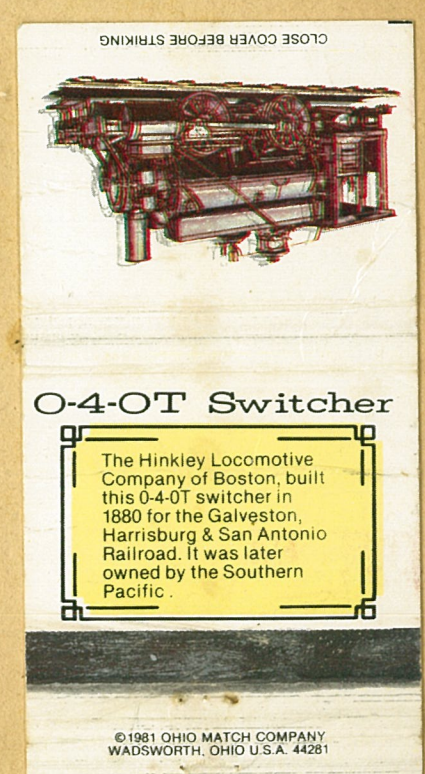
Publix
Publix
where shopping is a pleasure
UNIVERSAL MATCH, TAMPA, FLA.


Mark and Martha


PLEASE CLOSE COVER BEFORE STRIKING
WILLIAMS-CASE
INSURANCE AGENCY, INC.
DEPENDABLE INSURANCE
296 NORTH 15th ST.
SEBRING, OHIO
Phone 938-6123
Westfield
Companies
Ohio Farmers Insurance Co.
Westfield Insurance Co.
Westfield Life Insurance Co.
Westfield National Insurance Co.
Westfield Securities Co.
Westfield Center, Ohio 44251
UNIVERSAL MATCH, CLEVELAND


CLOSE COVER BEFORE STRIKING
0-4-0T Switcher
The Hinkley Locomotive Company of Boston, built this 0-4-0T switcher in 1880 for the Galveston, Harrisburg & San Antonio Railroad. It was later owned by the Southern Pacific.
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WADSWORTH, OHIO U.S.A. 44281

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The Restaurant

Crow Chief

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WADSWORTH, OHIO U.S.A. 44281

The Crow war chief, Medicine Crow, led his warriors with the Shoshonis to save General Crook and his forces from complete disaster at the famous Battle of the Rosebud with the Sioux in 1876.

Medicine Crow

CLOSE COVER BEFORE STRIKING

UNIVERSAL MATCH, PITTSBURGH

THE SAMURAI

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FOUR SEASONS
Resort - Hotel

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NORTHERNAIRE
Three Lakes, Wis.
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ATLANTA
IN PEACHTREE CENTER

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CLOSE COVER BEFORE STRIKING MATCH

NEW ORLEANS
JONATHAN
A RESTAURANT

FOR SAFETY - STRIKE ON BACK

PHOENIX, ARIZONA

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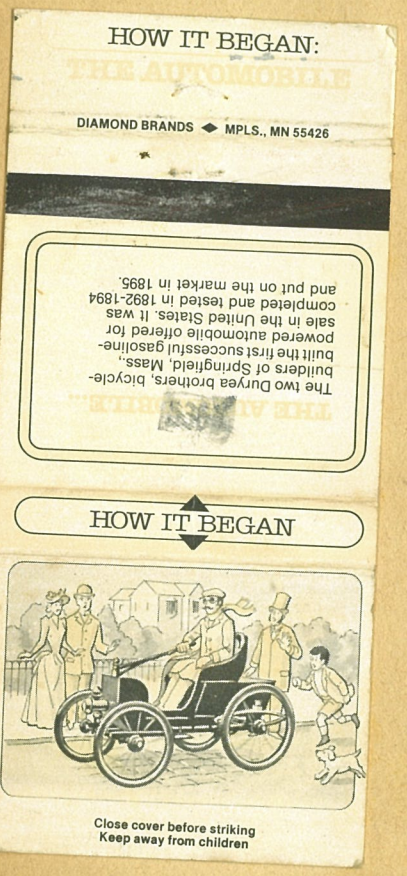
CAMEL
POWERED
DO NOT DISTRIBUTE THESE MATCHES
OR TOBACCO PRODUCTS TO MINORS

BUSTAH
THEN
DO NOT DISTRIBUTE THESE MATCHES
OR TOBACCO PRODUCTS TO MINORS
BUSTAH
NOW
CLOSE COVER BEFORE STRIKING

DO NOT DISTRIBUTE THESE MATCHES
OR TOBACCO PRODUCTS TO MINORS
CAMEL
Max

The Village, NYC
November '15
DOWNTOWN
SMOOTH
DO NOT DISTRIBUTE THESE MATCHES
OR TOBACCO PRODUCTS TO MINORS
HAVE YOU SEEN
THIS CAMEL?
CLOSE COVER BEFORE STRIKING

CLOSE COVER BEFORE STRIKING
CAMEL
DO NOT DISTRIBUTE THESE MATCHES
OR TOBACCO PRODUCTS TO MINORS
Smokin'
Joe's
RACING


HOW IT BEGAN:
DIAMOND BRANDS ◆ MPLS., MN 55426
The two Duryea brothers, bicycle-
builders of Springfield, Mass.,
built the first successful gasoline-
powered automobile offered for
sale in the United States. It was
completed and tested in 1892-1894
and put on the market in 1895.
HOW IT BEGAN
Close cover before striking
Keep away from children

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BOARDWALK
UNIVERSAL MATCH, PHILADELPHIA
SANDMAN
PIANO LOUNGE
SEA FOOD
RESTAURANT
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Somethin' Fishey
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1935 Cleveland Rd.
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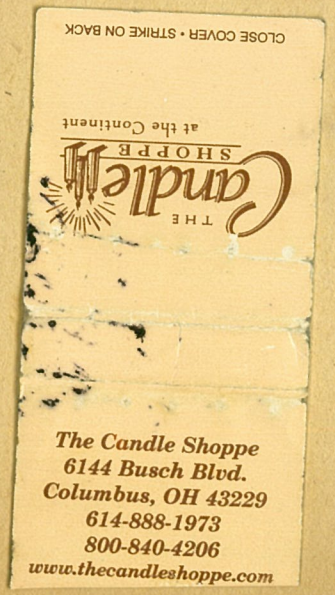
Vernon, Newton, Iowa
LIGHT
MY
FIRE
(419) 626-6761
Johnny Angel's
GREENTREE INN
For Safety Strike on Back

Close cover before striking
Keep away from children
HOW IT BEGAN
THE BOOK MATCH
The first book matches were introduced in the late 1880's (Diamond Match made the first advertising book match in 1889). An improved type (basically the same version in use today) was patented in 1892, sold to Diamond in 1894, and was first produced in 1896.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LIGHTS
LOWERED TAR & NICOTINE

FILTER CIGARETTES
Marlboro
20 CLASS A CIGARETTES

Marlboro
20 CLASS A CIGARETTES

FILTER CIGARETTES
Marlboro
20 CLASS A CIGARETTES

MENTHOL
Marlboro
LIGHTS
100's
LOWERED TAR & NICOTINE

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SPECIAL
—LIGHTS—
Thank you for choosing the genuine taste of CAMEL. For more than 80 years, our unique blend of three premium tobaccos has made Camel the one cigarette with genuine taste.
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WINSTON-SALEM, N.C. 27102, U.S.A.

SPECIAL
—LIGHTS—
Genuine Taste
Special Mild Blend

CAMEL
LIGHTS

20 CLASS A CIGARETTES
GPC
QUALITY TOBACCO
Full Flavor
KING SIZE FILTER

CAMEL
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GENUINE TASTE
LOW TAR

SMOOTH
MENTHOL TASTE

CAMEL
LIGHTS
MENTHOL
Thank you for choosing Camel. The perfect balance of menthol flavor with our three premium tobaccos makes Camel Menthol the one with smooth taste.
20 CLASS A MENTHOL CIGARETTES
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LIGHTS
MENTHOL BOX 100's

MENTHOL BOX

Newport
MENTHOL KINGS

Newport
MENTHOL BOX

MENTHOL BOX 100's

KOOL
Milds
MILD MENTHOL

Flip-Open Box
KOOL
Filters
MENTHOL

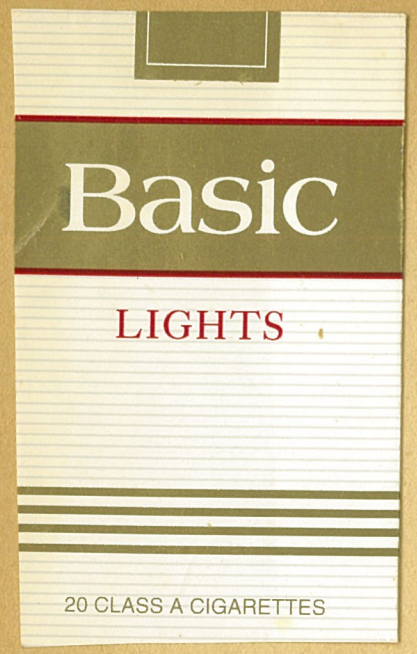
KOOL
Filters
MENTHOL

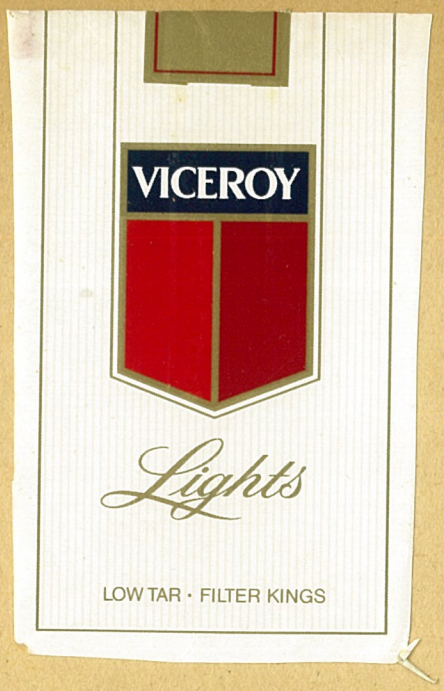
Flip-Open Box
KOOL
Milds
MILD MENTHOL

20
CLASS A CIGARETTES
KOOL
Milds
100's
MILD MENTHOL

Basic
MENTHOL
20 CLASS A CIGARETTES

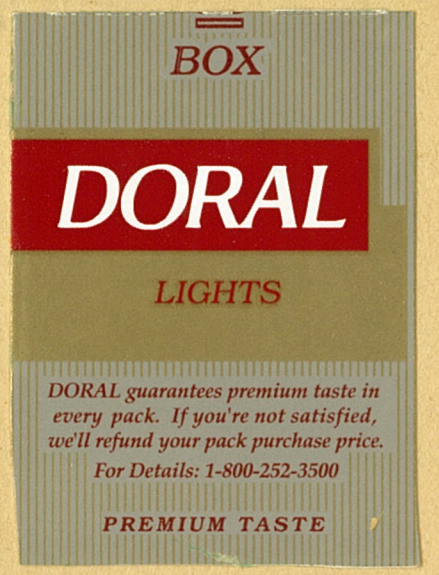
20
CLASS A CIGARETTES
KOOL
Filter
Kings
MENTHOL


Basic
LIGHTS
20 CLASS A CIGARETTES


VICEROY
Lights
LOW TAR · FILTER KINGS

VICEROY
RICH TOBACCOS · FILTER KINGS

DORAL
LIGHTS
PREMIUM TASTE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LIGHTS
DORAL guarantees premium taste in every pack. If you're not satisfied, we'll refund your pack purchase price.
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PREMIUM TASTE

RED
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ORIGINALS

KAMEL
RED LIGHTS
FILTERS
BACK AFTER 80 YEARS
FOR NO GOOD REASON
EXCEPT THEY
TASTE GOOD.
EST. 1913
RE-EST. 1996

RED FILTERS
Cigarettes
GENUINE TASTE
TURKISH & DOMESTIC BLEND
LIGHTS

MENTHOL
American Quality
MAVERICK SPECIALS
BOX

FILTER CIGARETTES
HONEY-TOASTED TOBACCO

HONEY-TOASTED TOBACCO

MENTHOL LIGHTS
American Quality
MAVERICK SPECIALS
BOX

MAVERICK SPECIALS
BOX

WAVE
Full Flavor
KING SIZE
20 FILTER CIGARETTES

WAVE
LIGHTS
KING SIZE
20 FILTER CIGARETTES
BOX

American Quality
MAVERICK SPECIALS
BY THE MAKERS OF HARLEY-DAVIDSON® CIGARETTES

MAVERICK SPECIALS
BOX

WINSTON
Win
WINSTON

WINSTON
ton
WINSTON

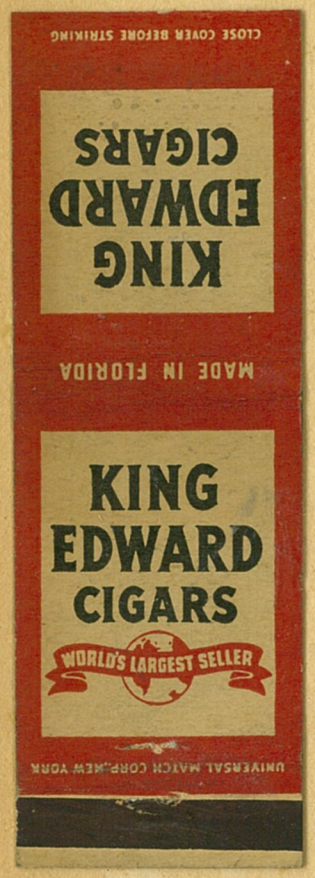
FILTERS
© R.J. REYNOLDS TOBACCO CO. WINSTON-SALEM NC 27102 USA
FILTERS

WINSTON
Winston
WINSTON

SCHUMACHER
Universal Match Corp., Cleveland
Close Cover Before Striking

Universal Match Corp., St. Louis
OLD NICK
OLD NICK
• CREAM FUDGE
• RICH CARAMEL
• FRESH ROASTED PEANUTS
IT'S SUPERB!
A FAVORITE FOR OVER 25 YEARS
You Get A Thick Coating of REAL MILK CHOCOLATE on OLD NICK CANDY BARS
Close Cover Before Striking

STRIKE ON THE BACK COVER
Stuckey's
RELAX • REFRESH • REFUEL
SEE INSIDE... GET
2¢
PER GALLON OFF
ON GAS AT
Stuckey's
MATCH CORP. OF AMERICA-CHICAGO
Pecan and Candy Shoppes on main highway, most everywhere!

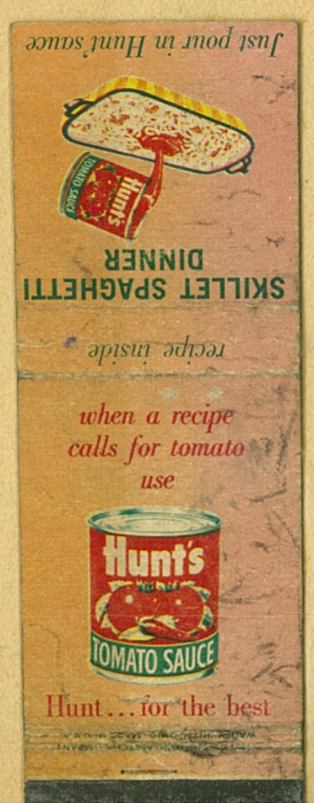

CLOSE COVER BEFORE STRIKING
KING EDWARD CIGARS
MADE IN FLORIDA
KING EDWARD CIGARS
WORLD'S LARGEST SELLER
UNIVERSAL MATCH CORP., NEW YORK

CLOSE COVER BEFORE STRIKING MATCH
WILL NOT BULGE POCKET
SAME NUMBER OF MATCHES
25% THINNER THAN ORDINARY BOX
MORE CONVENIENT
NEWEST THING IN MATCHES FOR YOUR CONVENIENCE
DO YOU like to use WOODEN MATCHES?
Try the NEW THIN POCKET PACK of Independence Safety Matches
PIPE SMOKERS,
others who use wooden matches ELIMINATE BULGING POCKETS with the NEW THIN POCKET PACK of Independence Safety Matches
INDEPENDENCE POCKET MATCH
25% THINNER...
A NEW PACK OF STRONG MATCHES. WILL NOT BULGE POCKETS. SAME NUMBER OF MATCHES AS ORDINARY SAFETY BOX.
B. F. D. DIVISION
THE DIAMOND MATCH CO. N.Y.C.

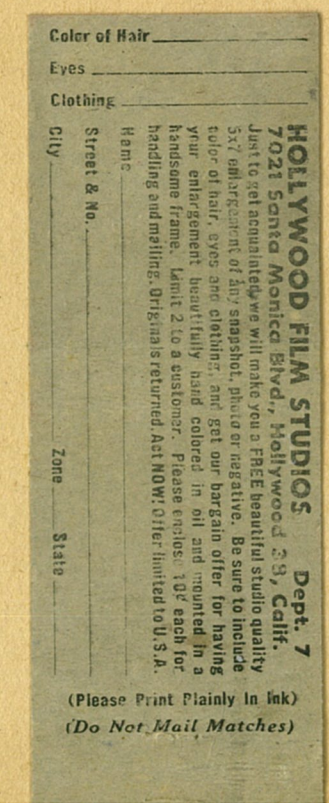
Enriched TIP-TOP is Better Bread
WARDS TIP-TOP CAKES
Silver Queen

CLOSE COVER BEFORE STRIKING
Fish Fillets with Hunt's TOMATO SAUCE
Recipe inside
SEE RECIPE INSIDE
HUNT FOR THE BEST!
Hunt's TOMATO SAUCE
THE OHIO MATCH CO., WADSWORTH, OHIO

CLOSE COVER BEFORE STRIKING
Hunt's TOMATO SAUCE
SERIES No. 2 RECIPE INSIDE
Hunt's PEACHES
THE OHIO MATCH CO., WADSWORTH, OHIO


Just pour in Hunt's sauce
SKILLET SPAGHETTI DINNER
recipe inside
when a recipe calls for tomato use
Hunt's TOMATO SAUCE
Hunt... for the best

PERSKEY'S famous FOODS
PERSKEY'S famous FOODS


Color of Hair
Eyes
Clothing
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7021 Santa Monica Blvd., Hollywood 38, Calif.
Just to get acquainted, we will make you a FREE beautiful studio quality 5x7 enlargement of any snapshot, photo or negative. Be sure to include color of hair, eyes and clothing, and get our bargain offer for having your enlargement beautifully hand colored in oil and mounted in a handsome frame. Limit 2 to a customer. Please enclose 10¢ each for handling and mailing. Originals returned. Act NOW! Offer limited to U.S.A.
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Phone NIGHT 1-5502
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FLOOR PLAN
B.R.
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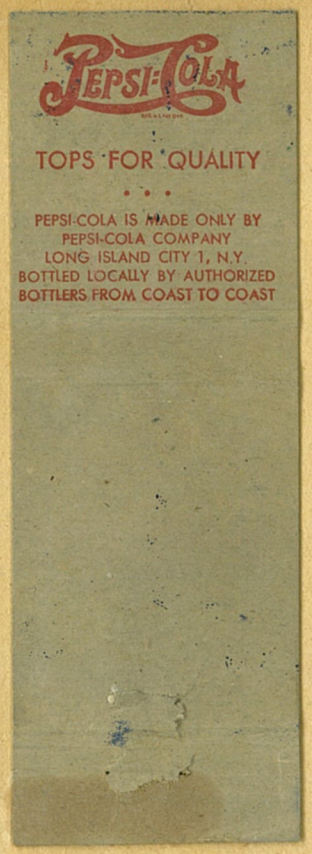
NO DOWN PAYMENT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TOPS FOR QUALITY
PEPSI-COLA IS MADE ONLY BY
PEPSI-COLA COMPANY
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BOTTLED LOCALLY BY AUTHORIZED
BOTTLERS FROM COAST TO COAST

CLOSE COVER BEFORE STRIKING
PEPSI-COLA
REG. U.S. PAT. OFF.
PEPSI-COLA
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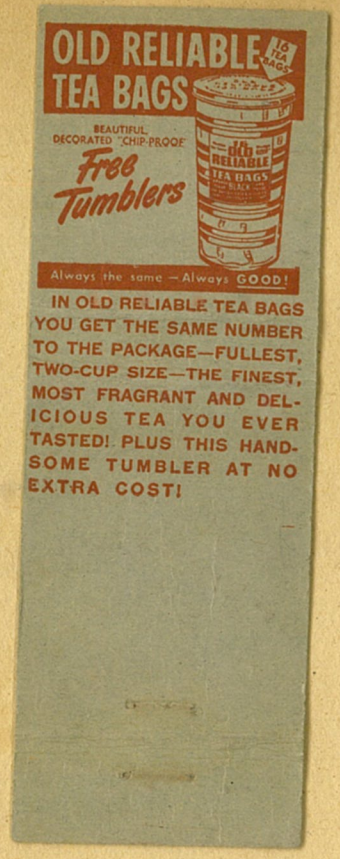
D.D. BEAN & SONS, CO., JAFFREY, N.H.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Free Tumblers
Always the same — Always GOOD!
IN OLD RELIABLE TEA BAGS YOU GET THE SAME NUMBER TO THE PACKAGE—FULLEST, TWO-CUP SIZE—THE FINEST, MOST FRAGRANT AND DELICIOUS TEA YOU EVER TASTED! PLUS THIS HANDSOME TUMBLER AT NO EXTRA COST!

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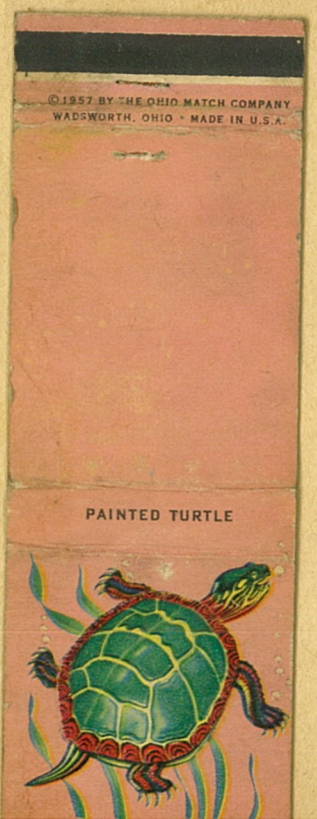
Medicated F&F lozenges
FOR COUGHS DUE TO COLDS
Throat soothing
F&F really medicated F&F
because they are
REALLY MEDICATED
EACH
F&F lozenge
TREATS
YOUR THROAT
15 MINUTES
CLOSE COVER BEFORE STRIKING MATCH

OLD RELIABLE COFFEE
ALWAYS THE SAME—ALWAYS GOOD!
CLOSE COVER BEFORE STRIKING
OLD RELIABLE TEA
Is Also Delicious
OLD RELIABLE COFFEE
PREMIUM GIFT BOOK
Always the Same Always GOOD!
THE OHIO MATCH CO., WADSWORTH, OHIO
MADE IN U.S.A.

LION MATCH Co. Inc. N.Y. MADE IN U.S.A.
Enriched TIP-TOP is Better Bread
WARDS TIP-TOP CAKES
Silver Queen

CLOSE COVER BEFORE STRIKING
FREE
Enlargements
SEE INSIDE COVER
GET ACQUAINTED OFFER
FREE
5×7
PROFESSIONAL ENLARGEMENT
FROM YOUR FAVORITE
SNAPSHOT
OR NEGATIVE
HOLLYWOOD
FILM STUDIOS
Hollywood, Calif.
UNIVERSAL MATCH CORP., LOS ANGELES

CLOSE COVER BEFORE STRIKING
ARE YOU IN THE DOGHOUSE?
5000 WATTS
YOUNGSTOWN, OHIO
JUST TUNE IN 570
AND HAVE THE TIME
OF YOUR LIFE!
CBS WKBN CBS
UNIVERSAL MATCH CORP., CLEVELAND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Universal Match Corp., Cleveland
GOLD CROSS SHOES
Printzess
Life
Dana
Leeds
COCHRANE
Jewelies
St. Marys
ALLIANCE
owned and stocked
with all the
NATIONALLY
FAMOUS
merchandise
usually found in
several stores
Formfit
Bonne Bell
Rhythm
McGREGOR
R&K
Fieldcrest
Spring-Holzwarth
ALLIANCE, OHIO
IMPERIAL
Washable
WALLPAPERS
Doris Dodson
TEXTRON
Coro
JEWELRY
Belle-Sharmeer
Storkline

OLD RELIABLE COFFEE
PREMIUM GIFT BOOK
Always the Same Always GOOD!
OLD RELIABLE TEA
Is Also Delicious
OLD RELIABLE
COFFEE
ALWAYS THE SAME—
ALWAYS GOOD!
CLOSE COVER BEFORE STRIKING

Universal Match Corp., St. Louis
OLD NICK
OLD NICK
• CREAM FUDGE
• RICH CARAMEL
• FRESH ROASTED PEANUTS
IT'S SUPERB!
A FAVORITE FOR
OVER 25 YEARS
You Get
A Thick Coating
of REAL
MILK CHOCOLATE on
OLD NICK
CANDY BARS
Close Cover Before Striking

Universal Match Corp., St. Louis
PLASTIC HANDLES
USE COUPON INSIDE
4 STAINLESS STEEL PARING KNIVES
$1.25 VALUE ONLY... 50¢
JUST MAIL 2 OLD NICK OR
BIT-O-HONEY WRAPPERS WITH 50¢
A $1.25 VALUE!
AMAZING OFFER!
BY
OLD NICK and
BIT-O-HONEY
(SEE OTHER SIDE)
Close Cover Before Striking

OHIO
SAFETY
MATCHES
MADE IN AMERICA
OHIO
Quality
MADE IN U.S.A.
The
OHIO MATCH CO.
WADSWORTH, OHIO

"fresh up"
Sold EVERYWHERE
7up
LIKES YOU
BOOKMATCHES, INC., JAFFREY, N.H.

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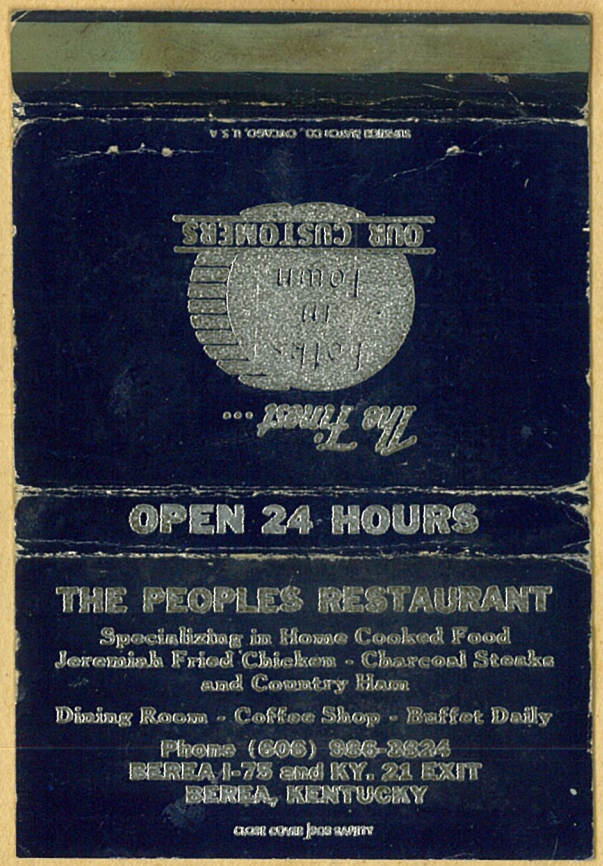
GENERAL SALES OFFICE
CHICAGO, ILL.
DIAMOND
book matches build sales,
cut costs for
advertisers
Matches do more than
light cigarettes
ADVERTISE WITH
DIAMOND MATCHES
INSIDE THIS COVER ARE
"Twenty Salesmen"
CLOSE COVER BEFORE STRIKING MATCH

Really Soothing
Medicated F&F lozenges
for COUGHS DUE TO COLDS
F&F really medicated F&F
because they are
REALLY MEDICATED
EACH
F&F
lozenge
TREATS
YOUR THROAT
15 MINUTES
CLOSE COVER BEFORE STRIKING MATCH

COME IN AND SEE
THE NEW FORD
RUSSELL
& SHOELLHORN CO.
ALLIANCE, OHIO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